

**DIE
DRAUSSEN
WERBER**



**BLUE
MAN
GROUP**
BLUEMAX Theater Berlin
Potsdamer Platz

International Show: German + English

**Prices
2011**

**Permanent &
Information
Advertising**



Ads at underground stations

Information areas

Per m ² each month or A0 area		
Illuminated		89,00
Non-illuminated		75,00
Cross-track areas	Areas/underground station	per month/m ²
Non-illuminated	1	55,00
	2	45,00
	3-4	35,00
	5 upwards	25,00

* Possible areas according to site lists (www.draussenwerber.de).
 Information areas: lamination EUR 25.00 per m²
 Cross-track areas: lamination + hanging/removal per area, EUR 150.00
 Booking period: at least 1 year



Steps

Only for complete set	per month
Each step	from 19.00

Hanging/removal - EUR 20.00 for each per step
 Must be produced through DIE DRAUSSENWERBER.
 Booking period: at least 3 months.



Floor graphics

Format examples	Media/month	Production/month	Total/month
180 cm x 120 cm	240,00	140,00	380,00
180 cm x 56 cm	120,00	115,00	235,00

Any shape for size is possible within the specified dimensions.
 Costs may differ if format is not rectangular.



So that Berlin knows what's going on!

Promotions (underground stations, means of transport)

For each site/hour	
For each site with max. 3 promoters	45,00
Each additional promoter	19,00

Advertisers must provide personnel, stand, materials etc.
 Discount for at least 50 promotions per year.
 Booking period: at least 8 hours



Ads in underground trains, buses and trams



Format	Means of transport	Booking period	Per area/month	Hanging/removal, change for each area
Side windows	Underground, bus, tram	1 month (at least 50 areas)	8,75	5,00
Side strips	Underground		4,25	
Side walls	Underground, tram		7,75	
Front	Underground, bus		9,50	
Floor graphics up to 0.7 m	Underground, tram	3 months	31,50	25,00
Floor graphics 0.7 - 1.00 m			41,50	

Ads along roads



Ad columns

Sites	Format/area	Per area/month
Kurfürstendamm ¹	54,5 × 22,5 cm	59,00
Karl-Marx-Allee ²	107,5 × 176 cm	59,00

¹Incl. production costs

²Excl. production costs

Booking period: at least 1 year

Flags

On flag poles	Per flag/month
Tegel (18)	175,00
Wittenbergplatz (12)	175,00

Hanging/removal: EUR 12.50 per flag for each

Booking period: at least 1 month.

On lampposts (40 x 80 cm)	Per flag/week
DIN A1	69,00

Prices include all materials, production, hanging, hiring and permit costs.

Booking period: at least 7 days up to max. 21 days

Bridge banners (underground)

Format	pro Monat
Per metre	from 79.00

Hanging/removal EUR 140.00 each per banner

Minimum order: 8 m

Booking period: at least 1 month

Pillar base

Format	Per month
4 × A1 landscape	75,00

Max. order size: 4 x A1 landscape

Booking period: at least 1 year.



Lamppost signs

60 x 80 cm	Illuminated	Non-illuminated
Contract term	Per month	Per month
1 year	from 135,00	from 75,00

(List of sites at www.draussenwerber.de)

Booking period: at least 1 year

Permanent ads at bus/tram shelters

Format	Per month
City-Light-Poster (118,5 cm × 175 cm)	249,00

Booking period: at least 1 year

General Information

All prices are in euros; please add the legal rate of VAT.

Only media costs can be reduced by 15% for advertising agencies (except for promotions).

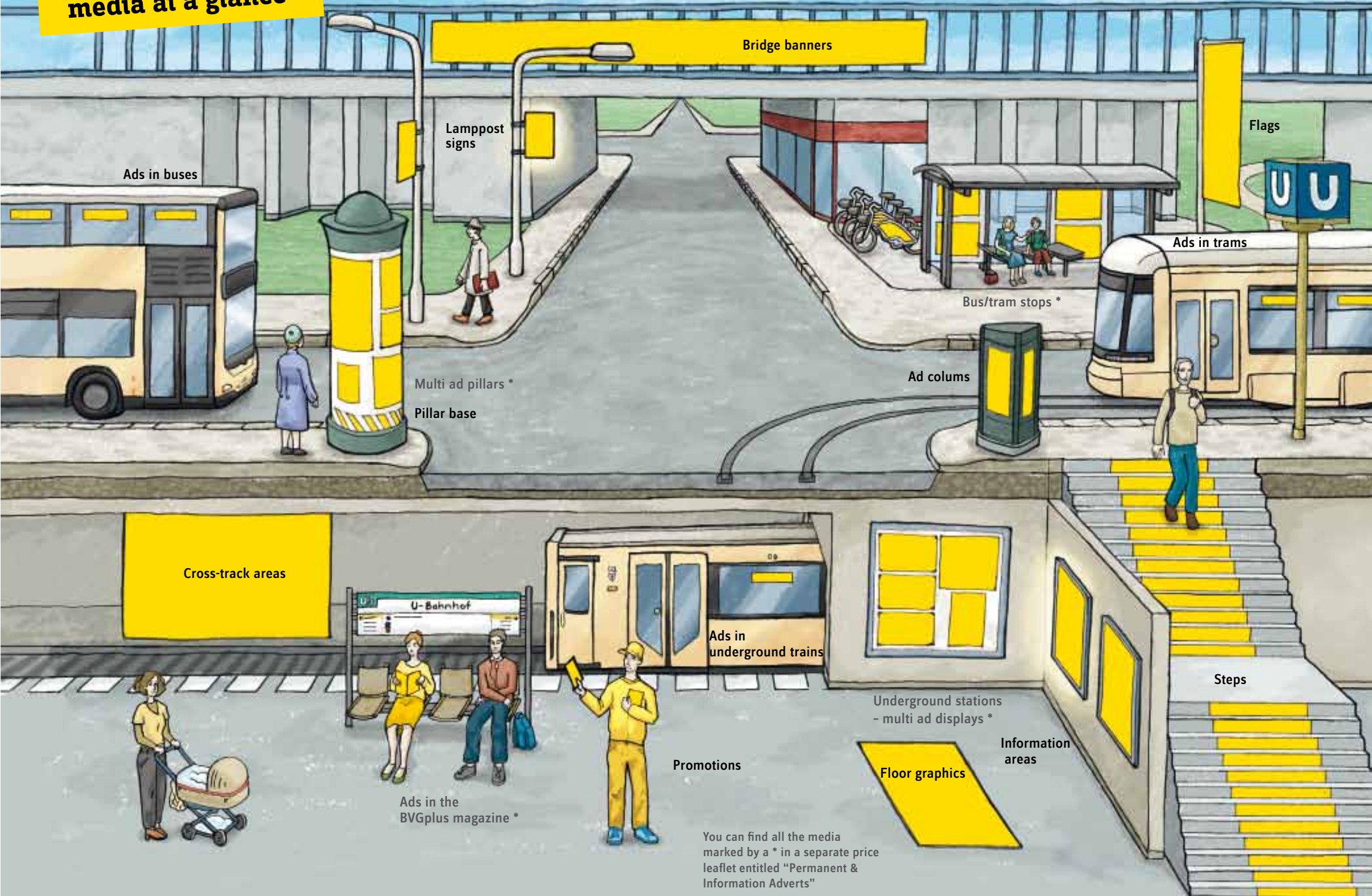
20% surcharge if the specified booking period is reduced.

Some media can only be booked if special site conditions are taken into account and may demand additional costs for producing the advertising materials and/or permits according to public law.

Subject to changes or different individual arrangements.

The General Terms & Conditions of DIE DRAUSSENWERBER GmbH and the Special Rules for Permanent and Information Advertising and Interior Advertising apply.

All the different media at a glance



Bridge banners

Lamppost signs

Flags

Ads in buses

Ads in trams

Bus/tram stops *

Multi ad pillars *

Ad columns

Pillar base

Cross-track areas

Ads in underground trains

Steps

Underground stations - multi ad displays *

Information areas

Promotions

Floor graphics

Ads in the BVGplus magazine *

You can find all the media marked by a * in a separate price leaflet entitled "Permanent & Information Adverts"



A warm welcome!

We invite you to come and see us. Call in and discover for yourself the quality of all our products, special forms of advertising and innovations.

We are more than happy to come to your business premises and advise you.

Contact details for you

Jana Zang

Head of Outdoor Advertising Sales

Tel. (030) 33 8 99-50 26

zang@draussenwerber.de

Miran Deger

Sales

Tel. (030) 33 8 99-50 40

deger@draussenwerber.de

Heike Klär

Sales

Tel. (030) 33 8 99-50 23

klaer@draussenwerber.de

Karin Hollinger

Sales

Tel. (030) 33 8 99-50 36

karin.hollinger@draussenwerber.de

Heike Ringler

Sales

Tel. (030) 33 8 99-50 25

ringler@draussenwerber.de

Sebastian Scholz

Sales

Tel. (030) 33 8 99-50 24

sebastian.scholz@draussenwerber.de

DIE DRAUSSENWERBER GmbH
An der Spreeschanze 6
13599 Berlin

Tel. (030) 33 8 99-50 50
Fax (030) 33 8 99-50 30
info@draussenwerber.de
www.draussenwerber.de